

COMMUNICATION SPECIALIST

DEFINITION

To assist in planning, preparing and implementing the public information program and related activities; perform professional public relations work; advise departments on public information strategies and techniques; informs the public of activities and services; and perform related work.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Public Information Officer.

Exercise technical and functional supervision over assigned staff.

ESSENTIAL FUNTIONS – Functions may include, but are not limited to, the following:

Research information, write routine and complex press releases and feature articles.

Prepare media kits on City activities and functions for distribution to the press, the community and businesses that provide information about City programs and activities.

Assist with the City's newsletter, brochures, and other publications which may include writing, editing, layout, photography, scheduling and coordination of printing and distribution; write web copy.

Coordinate special projects, organize neighborhood "town hall" meetings, and arranges public information campaigns and press conferences.

Analyze and respond to public relations and communication needs of various City departments; coordinate the City's special events such as Harbor Days, Barrios Race, Yule Parade, and assist organizations wishing to hold special events in the City.

Coordinate filming requests, replay broadcast of City Council meetings on cable TV, oversee photo library; and write scripts, slide shows and assists with other audio-visual presentations.

Initiate and answer correspondence related to public information inquiries and citizens' requests, and publishes and maintains reference guides to assist City employees when responding to residents requests; complete and coordinate surveys sent to the Communications Office.

Assist with crisis communication management; provide staff support to the citywide Communications Committee.

Assist with contract management, budget oversight, and other administrative duties.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices of preparing, producing and disseminating public information.

Methods of planning and implementing an effective public information program.

Effective formatting of materials for publications, news releases and announcements of special events.

Media sources.

City government operations and functions.

Effective methods used in preparing and presenting facts and information to the public and the media.

Principles and techniques of graphic design.

Technology and computer applications related to area(s) of specialization.

Ability to:

Communicate effectively, clearly and concisely, both verbally and in writing.

Compose, coordinate and edit a variety of informational and promotional materials and other documents such as brochures, fact sheets, pamphlets and newsletters for distribution to the community, private organizations, and businesses.

Plan, coordinate, and promote City and community events.

Gather and compile accurate information in a style acceptable for communication media.

Implement the use of computer software programs, hardware, and other technology pertinent to area(s) of specialization.

Establish and maintain effective working relationships with those contacted in the course of work.

Work with various cultural and ethnic groups in a tactful and effective manner.

Experience and Training:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Three years of increasingly responsible experience in developing and planning events and promotional activities, writing marketing materials or working in a public relations environment.

Training:

Equivalent to a bachelor's degree from an accredited college or university with major course work in journalism, communications, public relations or a related field.

License or Certificate:

Possession of, or ability to obtain, a valid California driver's license.

PHYSICAL DEMANDS

Work is sedentary to light and primary work is performed in a sitting position at a desk. Moderate standing may be required in conducting public speaking at meetings. Typical tools used are pencil, pen, telephone, calculator, computer, printer, and fax which require motor skills sufficient to repetitively twist head, upper body, arms, grasp, write, keyboard and handle papers.

WORKING ENVIRONMENT AND CONDITIONS

Work is mostly performed within an even-floored, carpeted, and air conditioned building environment with fluorescent lighting and a moderate noise level. Some movement is required from office to office. This is occasional exposure to the external environment

when going to outlying offices or meetings and offsite locations. Work is frequently disrupted by the need to respond to in-person and telephone inquiries.

Hearing and speech acuity sufficient to communicate in person and by means of telephone. Visual acuity to read alphabetical and numerical dates from desk and other nearby areas.